

# THE SEGNOGRAM

A MAGAZINE OF MENTALISM



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## The Best Magazine

SEGNOGRAM PUBLISHING COMPANY  
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# To Readers of The Segnogram:

DEAR FRIENDS:-

If you are interested in the study of life from the Nature standpoint; if you are conscious of your divine right to be a successful man or woman; if you feel the spark of the Infinite in you, and are big enough to see in the men and women by your side the natural expression of the Divine, I have something to say to you.

You will be interested in my book entitled "Heart Throbs." The book contains no wishy-washy commonplaces. It does not follow the usual line, but IT STRIKES HOME. It places the philosophy of kindness in the place of the philosophy of greed and creeds, and deals with the growth of man into a fuller expression of Life, in a distinctly original style. I do not claim to have discovered any new thing, but I believe Nature has sought to express through me a phase of Truth that will at once appeal to the men and women who are disposed to think for themselves, and who are not hidebound by any doctrinal or sect belief. I have sought to express in a simple, untechnical way a phase of Life's Truth that at one time or another has or will appeal to the heart of every person. With the one thought of expressing naturally the Mind of Nature as it appeals to me, I have tried to portray the ideally successful man, and to show his close fellowship with the Divine in all Nature.

The book tells in a simple way how to get in the right attitude, how to perfectly express your life, how to maintain a successful poise, how to make yourself a practical mystic and how to make Nature serve you. "A practical mystic," once said an eminent English statesman, "is a man to be reckoned with in the world's affairs."

Space will not permit me to say more about "Heart Throbs." A dollar will bring it to you as soon as it is off the press. Orders are coming in now. Would like to see YOURS.

Sincerely yours,

H. M. WALKER.

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Address all communications to THE SEGNOGRAM PUBLISHING CO., Los Angeles, California.



# THE SEGNOCGRAM

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Number 2

## The Lucky Dog

By H. M. Walker.

If you cannot be pleasant and thoughtful and kind in your dealings and associations with others, think not that Dame Fortune will smile on you. We do not know why, but as sure as a man or woman begins the *sour stunt*—pardon the word—all nature takes on an indigo hue.

The value of a smiling face cannot be computed. It is more precious than fine raiment and much silver and gold. Its charm is greater than that of a pretty face, and all the assumed haughtiness that prosperity can put on will not command the attention, nor win the respect, that is paid to a face that smiles.

Then watch your thoughts! Are they low, vulgar and mean? They will be depicted on your face, in your voice, in your eye; yes, the very hairs of your head will cry out against you. Try as you may you cannot cover them. They will out upon you. Let them dwell on the beautiful things you see in nature; let them be of helpfulness to those about you. They will be printed on your face and those who do not know will call you "the lucky dog."



# The Breath

SPECIAL ARTICLE



# Of Death.

By A. VICTOR SEGNO

A report comes to us from Chicago that at a banquet given in that City, in honor of Washington, the Father of Our Country, two business men came near losing their lives as a result of the impure air they were forced to breathe in the banquet room. One man fainted and the other had a slight stroke of paralysis. Others were more or less poisoned.

This occurred in an establishment that caters to the public. It seems almost incredible that in this age of hygiene and sanitation that men with the brains that win business success could be so blind to the welfare of their health as to remain in such a vitiated atmosphere for such a length of time.

Is it possible that these men of business were ignorant of the simplest laws of health—that in the frantic rush for wealth they had forgotten that life cannot exist without air? Can it be that these bright men pay so little attention to such matters that they unknowingly place their lives and their future health and mental power in jeopardy? All our leading papers and many of our magazines devote space to telling their readers how to live hygienically. Is it possible our business men do not read this instruction or is the greed for gain so great that they are content to sacrifice their physical health and beauty for the dollars which when gained cannot buy back what they sacrificed? The above experience should at least teach them a lesson.

Success in life depends largely upon health, therefore, it should be our first consideration. The less health a man has the less life he has and the less vim and staying power with which to conquer difficulties.

The first and foremost factor in the creation of health is pure air—air well supplied with oxygen. We can live for several weeks without food and for several days without water but we cannot live more than a few minutes without air. This fact alone should convince any thinking person of the importance of air in its relation to life. If air sustains life then the more we breathe of it the more abundant will be our life forces.

It is every person's duty to acquaint himself or herself with the value of oxygen and the functions of respiration through which the body is supplied with oxygen and freed from its most poisonous product—carbon dioxide.

The tissues of the body are constantly breaking down, disintegrating and being changed into certain salts and carbon that they may be eliminated from the body. The oxygen we take into the lungs with the air we breathe unites with the carbon in the blood and forms carbonic acid gas, a powerful poison. In this form it is thrown off the lungs during exhalation.

If this carbon is forced to remain in the system it causes death, slowly or quickly according to the amount retained. This is termed blood poisoning and many people die from it. An insufficient supply of pure air will soon tell upon the physical health and strength. It will cause the muscles to become stiff and inactive, bring about a debilitated constitution, weak nerves, nervous prostration, heart and lung disease, premature old age and death.

There is always great danger to health where many people have gathered together in a limited air space—as in theatres, halls, churches, lodgerooms, restaurants, ballrooms, banquet rooms, etc. The danger arises because of the fact that so great a number of people soon exhaust all the oxygen from the air in the room. As the supply of pure air falls below the requirements of the people, they are forced to inhale the poisonous carbonic gas which has been exhaled by the others. For where there is not a sufficient inlet for oxygen there is insufficient outlet for the escape of the carbonic gas. Herein lies the greatest danger—the breathing of a poisonous gas.

Consider this matter from a personal standpoint. If you were in a poorly ventilated theatre or banquet room with several hundred people of all degrees of health and cleanliness and your breathing became a little



difficult, your blood began to increase its temperature or your eyes began to get dry or misty you would know that the oxygen had been greatly exhausted from the air. If you remain longer what is going to occur? Simply that you will be breathing into your lungs the poisonous gas, which is being exhaled by those hundreds of people, some sick—some well, some clean, some dirty. Not a very pleasant experience when you consider it in its true light. Could you feel comfortable, knowing that you were breathing into your lungs to be absorbed into your system this accumulation of impurities? It is just such conditions that spread disease and death. You no doubt are careful not to drink dirty water or eat unclean food but have you ever thought about the unclean air you are often forced to breathe? The impurities and disease are thrown off into their by unhealthy bodies where others are forced to take it into their lungs—where too often it takes up a permanent abode. You can see how very essential it is that all public as well as private rooms should be well ventilated.

It is the right and duty of every person who reads this to insist on having plenty of pure air flowing freely into any office, work-room or place of amusement where many people are congregated.

I believe that a crusade should be taken up to compel the owners of public places to respect the health of their customers and supply them with that great elixir of life—pure air. Nature will supply it direct from her laboratory and deliver it free of cost if they will only allow it admittance instead of erecting barriers to keep it out as though it were an enemy.

Public places are not the only ones where pure air should be found. It should be in every room in every house and most especially in every sleeping room, for it is during the night that the body does its rebuilding and the lungs collect the waste tissue and throw it off in the form of gas.

If you have some special work to do that calls for a clear brain and an active mind—if you want to feel specially well and bright, see to it the night before that your sleeping room has a good flow of air passing through it all night—the experiment will pay you well.

If it is a good plan to have pure air on special occasions it must certainly be more valuable to have it all the time. Don't be afraid of a good thing, spend as much time in it as you can. If you are looking for health, strength and vigor you will find the elixir in pure air. Which will you breathe, the breath of life or of death?

## ABUSE OF MARRIAGE RELATIONS

Dr. E. Rosch has written a plain-spoken article on "the Abuse of the Marriage Relations," explaining the origin of most chronic diseases, especially of women.

The article has been published in a 32-page pamphlet by Benedict Lust, 124 E. 59th St., New York. As a conveyor of information that is sadly lacking in most homes, the article has no equal in any modern work. It is just the information that one would desire from one's closest and dearest medical friend—one who could speak plainly and at the same time not injure the most sensitive nature.

The author claims that the misuse of sexual intercourse after conception, and during the period of suckling, is unnatural, and the cause of many ailments. He points to the example of the animals, as a proof of this. This, also, he claims, is the reason why pregnancy is usually accompanied in the first stages by nausea and vomiting. Another result of these conditions often is that menstruation sets in again too soon after childbirth, greatly to the injury of both mother and child.

Referring to those who boast of possessing phenomenal sexual powers the author says: "If sexual intercourse is continuously indulged in, then nature herself is compelled to direct more power in one direction, the individual in question thinks he must be gifted with extraordinary sexual powers, and in his hypochondriac illusion he does not notice that this is effected only to the detriment of all other remaining vital functions. On that account, hypochondriacs and consumptives are often the most immoderate in this kind of enjoyment, and experience teaches also that on the contrary the demands of nature, in regard to the creative organs, become much rarer in perfectly healthy men, if they observe the proper diet and abstemiousness."

## Anything to Oblige

House Agent (at last coming to an end of his inquiries): "Ah, now there is only one other thing, Mr. Brown. Have you any children?"

Prospective Tenant (at the end of his patience): "Yes, I have four or five; still, I could drown one or two if you object to children in your house."

## In the Shadow

When the heart is bowed with sorrow,  
And the sun seems not to shine,  
Above an angel guarding  
Speaks out of love Divine.

—Mrs. P. E. Williams.



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# MORE YOUTHFUL FOLLY

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By WILLIAM WALKER ATKINSON

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A number of the readers of THE SEGNOGRAM have asked me to tell them "some more about job hunting in the days of my youth," as they were interested in what I had to say on the subject in the last number of the magazine. And so I cannot refuse to do it, particularly as I see no good reason for declining. To be true the article in question was in a much lighter vein than I have been writing, but perhaps that means that I have been getting somewhat away from my old maxim of "keep your feet on the ground," and the request means "get back to the earth!" Very well, here I am back to the earth, with both feet firmly planted on its surface, ready to "do it again." If you folks can stand it, I'm sure that I can.

Well, about this matter of hunting jobs. In the first place, according to all the established rules laid down by those who make a business of formulating "Rules for Success," I was in error in changing around so many times, when I was a young man. I got away from the old rule of "A rolling stone gathers no moss," and "A running brook gathers no leaves." But to tell the truth, those old maxims used to seem very distasteful to me, and the idea of an old moss-covered stone, or a stagnant stream full of leaves never appealed to me. They meant stagnation and inaction—and I seemed to be filled with an intense desire for Action and Life. I felt an irresistible desire for change, movement, and activity, and at times I would chafe at the confining bonds and would break them—I would grow impatient at the kindly restraining banks, and would leap over them and then away across fields and meadows would I go. All this was nonsense from the orthodox point of view of the Success-Teachers and according to all the established rules I should have ended up in the poor house. But I have managed to keep out of it so far, at least, notwithstanding my freakish habits of some twenty or twenty-five years ago, of which I am speaking.

Yes, honor bright, I shouldn't have been "hunting jobs" so often, according to all the rules and advice. All my friends would say, "Now, Will, for gracious sake, *do* settle down to some one thing—you seem to have the knack of getting along with anything you undertake, but you don't stick to it long enough to get the benefit of your work." And they were right, from the point of view

of Worldly Wisdom, but somehow I couldn't see it that way. One good friend used to say to me, "What you need is GLUE, to fasten you down to some one thing." I admit all of these things freely—I am not trying to tell young men "how I did things" just right, and always just right, "in my young days." I didn't do them *always just right*. I made many mistakes—I made many successes—I made many failures—I made many mistakes—I "got there" many times, and I "fell down" many times. I was not the steady-paced, dependable, sure-going, non-shyable colt, that one could recommend for steady driving. I was just the opposite—I was skittish and freaky, with a tendency to jump fences and hark away across fields, in preference to trotting nicely along the pike.

Now all this was very reprehensible, to be sure. And I suppose if my boy were to do the same, I would feel inclined and duty bound to tell him how mistaken it all was, and how much better was the old established way as pointed out by Samuel Smiles and the many writers who would act as human guide-posts, pointing out the road of Success to young men. But, to tell you the honest truth, (so long as we old-folks are having a good old fashioned heart-to-heart talk with each other, with the children out of hearing)—to be honest with you, I must say that right down at the bottom of my heart, I don't regret a single step I took—nor a single bit of unbusinesslike folly that I enacted. I suppose that this is a dreadful confession—but, now, honor bright, don't many of you feel the same way, right down at the bottom of your hearts, underneath all the sham and cloak of "make-believe?"

Personally, I do not feel the slightest tinge of regret over any of my many "fool-actions" regarding business and "positions." Although strictly contrary to the rules, I still feel that every experience I had—the greatest mistakes and failures, as well as the greatest successes and display of business sense—were most valuable experiences, and that all were needed by me. I would not wish to part with one of them—not even the ones that caused me the most pain and disappointment. I feel that even from these unfolded certain knowledge and experience that have become part of the warp and woof of that which I call "Me." And that if I were to tear the same out of my life, (with all the ex-



perience and knowledge that came from it) then would "I" be that much poorer, and less complete. And, after all, I paid the price—always. I have "paid" for every bit of experience, and have not whimpered.

This is rank heresy, I know, but I am trying to tell the truth in the matter. But, remember this, ye young men who may read this—do not use my experience as a guide and as an excuse for throwing up jobs, and flitting about from one place to another. What is one man's meat is another's poison, you know, and no man should model his life implicitly upon that of another. Each individual is different in some ways—and each must live his own life in his own way—each must profit by his own mistakes and successes. One may take a good suggestion or lesson from the life of another, but still each must live out his own life, in his own natural way. And any attempt to cut out your life, exactly along some pre-established pattern, will only result in failure, disappointment, and loss of individuality. And the world cannot afford to lose "Individuals" just now—it needs them badly, for the supply does not come up to the demand. But, here I am chatting away, and forgetting all about my subject of "job-getting."

Well, here goes with the story. Once upon a time (that's the way to start out, isn't it?) I was getting along pretty well in a position, and had no thought of making a change. But, as I rode home from work I picked up the afternoon paper and saw an advertisement calling for a young man about my age to do certain work for which I felt particularly well fitted. The ad said "good salary to the right young man," and told us to direct applications to "F. A. & Co., Box 79, Press office," the address being the advertisers' box of the daily paper, of course—no name being given; merely initials. The advertisement gave the nature of the business—that's all. Well, the more I thought of it, the more I seemed to feel that "That's my job," and by the time I got home, I had no doubts about the matter. Now, that was a funny thing—I didn't know anything about Mentalism, or Mental Science, at that time, but somehow I seemed to realize that if I wanted a thing "the worst way," and would proceed to put things into motion with sufficient confidence, I had a pretty fair chance of realizing my desire.

So, after supper, I walked around to the corner drug store, and asked to look at their directory. I turned to the Classified Business Directory, and found the list of names of

people engaged in that particular business mentioned in the advertisement. When I got down to the "F's" I found a firm name corresponding to "F. A. & Co.," which assured me that this was the firm whose initials were given in the advertisement.

I got up early the next morning, and walking into the place of business of the firm, I found the head of the house at his desk, with a big pile of unopened letters before him—numerous applications in answer to the ad. I stated my business, and he began discussing the matter with me, when all of a sudden he stopped and in a surprised tone asked, "Why, how did you know the ad was ours—we gave only the initials and newspaper box." I smiled, and told him the truth about the matter—just how I had "gotten on" to the identity and address of the advertiser, and just why I had marched in on him early in the morning before he had a chance to open the applications. That seemed to amuse him, and he laughed heartily and he said that a boy that had "sense enough to figure out a scheme like that" ought to be useful about the place. I agreed with him, without any particular modesty. I gave him my references, and the reason why I wished to make a change, and said to him "I think I am the young man you are looking for." And he thought so too, and concluded not to open the big bunch of applications from the other poor fellows, some of whom were no doubt far more worthy of consideration than was the brazen, "cheeky," youngster that got the job—that's Me. I have always felt mean about those other fellows, somehow. Alas, the necessity for these things!

Well, my recommendations proving satisfactory the job was mine, and I held it for some time, until one day "something better" opened up. Now right here, young men who may read this—note this moral, and sequel. I left this good job, because something apparently "better" opened up. I left it with the good will of my employers—I always managed to hold on to that, somehow. But, note this fact—the firm I left is now at the top of its particular line of business in that city, and the man who was promoted to my place when I left, is now making about three or four times as much money as I ever have made in anything I have undertaken since, and is a junior partner in the firm besides, with an assured thing for the rest of his life. And he wasn't any brighter young man than was I, either—but he had what I lacked, and that was "sticking ability." He had "glue" in him, while I had only "sand." See!



But then, each of us did what seemed best and natural to him—and both are satisfied, I guess—I am, I know, and I wouldn't trade with him to-day. For a trade would be an exchange of *selves*, and even the beggar would not trade *selves* with John D. Rockefeller, or King Edward. Did you ever think of that? It's a fact.

Well, here is tale number two. Both of these tales are absolutely true, remember, and are not fairy-tales invented for the instruction of youth. They are "human documents," showing the blots, and finger-prints as well as the Spencerian penmanship.

One day, some time after the time of the last experience, I noticed an advertisement in a trade paper, fresh from the press, saying that a young man with a certain knowledge of the business I was in, might get a good place with a certain firm in another city about one hundred miles away from where I was. The ad gave the firm's name and address, but evidently expected the applicants to answer by mail, for it said "enclose recommendations with application." Well, I have always found it the very best of policy to meet "face-to-face" any man with whom I wished to do business. Two men will come to a better understanding about each other in five minutes personal interview, than in a five years correspondence. Even as young as I was, I realized that fact. And I proceeded to act upon it. That evening I took the train to that other city, and went to bed about midnight, at the hotel.

At half-past-eight, I walked in upon the firm, and stated my business. The old senior member, a very estimable gentleman, although very conservative, seemed a little scandalized at my disregard for established usage and custom, in jumping on a train and hunting up a job a hundred miles away, instead of writing for the place. That was twenty-five years ago, or thereabouts, remember. He did not seem particularly impressed, and seemed to think that I lacked proper respect for established usage. He would not commit himself, and said that he would wait until he received other applications through the mail, when he would "think it over." I didn't like this, for I believed in striking while the iron was hot, and so I said, "Now, look here, Mr. P., you want a man to sell goods, don't you. And a man to sell goods must get to the customer before any one of his competitors. All else being equal, the man first on the spot gets the order. The early bird catches the worm, doesn't he? Now, haven't I displayed enough energy to get in ahead of the other fellows,

and if I do the same thing for you, won't I get the orders? If those other fellows are behind-time with you, won't they be behind time with your customers? Is not that reasonable?" The old gentlemen did not quite see the point, but his son, the junior partner did, and as I used every effort to "close the deal" right then and there, I secured the position. And it turned out well, too, for both the firm and myself.

Now, friends, I haven't told you these stories to prove how "smart" a young man I was—I wasn't smart, or I wouldn't have thrown away the many good things that I did. I wasn't *smart*, I was just in *earnest*, that's all. Some of those boys that I out-distanced were, undoubtedly, much "smarter" and worthier than I was, but they lacked "earnestness," and "get-there-iteness," and I got the prizes instead of them, even though I may not have had sense enough to hold on to them. That's the whole story.

#### HOW TO MAKE HOME HAPPY

It devolves on the father of a family, as having supreme authority, to endeavor to make home happy. All the members have a like privilege, but not the same authority. As a father I would make goodness and charity my guiding principles. I would endeavor to love God with all my heart and soul, and my neighbor as myself, and I would rely implicitly on God's help in my endeavor. I would endeavor to get the minds of my wife and children thoroughly imbued with the life and teachings of Christ, and show them, by example, that by persistently endeavoring to follow in the line of those teachings they would find that course infinitely the easiest and happiest and the most conducive to honorable prosperity. I would expect many obstacles to come in my path, but I would endeavor to meet them with fortitude and without making any outcry against them. I would try to keep a cheerful disposition through them all and my example would teach my family to do likewise. I would form the habit of doing all the good to others that my circumstances enabled me to do, and I would persistently refuse to entertain evil thoughts.—*Veritas*, Sault Ste. Marie, Ont.

**Most Helpful Magazine**—I take a very keen interest in your magazine, and do my best to gain you new readers, for I consider THE SEGNOGRAM the most helpful paper I know. I look forward with keen pleasure to its arrival and would not be without it for the world.—Marion B. Sanderson.



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# Thought Mastery

The Importance of Holding  
the Mind Tight-Reined ...

By H. M. WALKER

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Few persons realize the importance of maintaining mastery over their thoughts. They allow them to come and go haphazard; exerting no control over them, and never even questioning whether they are thoughts that tend to build up or tear down the moral fibre of their character.

In bringing up a child, it is necessary very frequently to discipline him in order to produce in him a more systematic mastery over himself. If he were allowed to grow up undisciplined he would never amount to anything, because when he reached manhood he would have no mastery over himself and therefore could not direct or control the actions of anyone else. In every department of life discipline is essential to the successful carrying out of any undertaking. Without a correct system of doing things any business would soon go to pieces.

In the matter of thought this is essentially true. It does not require any argument to prove to a reasonably sane mind, that a railroad built from somewhere to nowhere would be a failure. To pay dividends to its promoters, a railroad must run from a section of plenty to one of little. It must connect the producer with the consumer—the man who has much with the man who needs much. And there is this about it: every mile of the road must be built before it can be operated; every rail must be laid before a train can be run over it. In addition to having a good road bed and perfect track the train must be ably manned and systematically operated.

In a wider sense, our thoughts are trains, going and coming from one to the other. Our success in transmitting what is on our minds depends upon the nature of the track and our ability to man and control the thoughts we desire to send. If we have not mastered the faculty of disciplining the mind, and cannot force it to concentrate upon the one thing in hand to the exclusion of all else, we will find when we attempt to communicate our thought to another that it comes back to us unheard. We seem to have started it out on the wrong track and either slipped the trolley somewhere or hit a short rail.

When we send a letter, or an express package, or a telegram to a person at a distant point, we must be sure that he is at the place addressed if we are to have the message delivered. In a like manner we must be sure

that the person to whom we send a thought is *there* to receive it. If the mind of the person to whom the thought is directed is burdened with another thought which he is laboring to give birth to, it is just possible that the thought you have directed to him will not be received. His mind is not tuned to catch the thought you send. He is not *there*. His mind is absent: it is engaged. Call again.

Every business man observes certain hours which he calls business hours. He can be seen at his office during those hours. The rest of the day he reserves for himself—private matters.

Should we expect more than this of man in his mental capacity? If one person desires to communicate with another by Mentalism he must adopt some system by which he shall know when the mind of the other will be relaxed to receive the message. A mind pushed to its highest tension on business entirely foreign to the thoughts of the other, is not in any condition to transmit or to receive thought messages.

At every wireless telegraph station, as many miles of telegraph wire are laid as will cover the distance between station and station, through which the message must pass before it is shot out into space from the wire's end, high up in the air. The purpose of all this wire is to give the current carrying the message sufficient power to pass on the waves of ether to its destination hundreds and perhaps thousands of miles away.

If this concentration of power is necessary in wireless telegraphy, think of the concentration necessary to send a thought from mind to mind through hundreds of miles of space! Think of the disciplinary process the mind must go through to be brought so in subjection to the will.

Is it any wonder that one who does not understand will give up in despair after one or two attempts to transmit thought through space?

There are those too, who mistake intense desire for intense thought, or concentration of thought. They forget that desire is not one of the faculties of the mind. Thought has nothing to do with desire, and should be kept independent of it. When physical desires are permitted to take hold upon and chafe the mind, concentration is out of the



question—it is impossible. Thought is a divine gift; desire is only a passion demanding expression. When a person imposes on the mind the labor of propagating and expressing these desires, and creating plans and schemes whereby they can be satisfied, the time and labor that should be devoted to building up thought cells is wasted.

A practical lesson on how to apply the mind so as to put it in harmony with those of others and thus make it possible to transmit thought messages from one to others, though situated many miles apart, would not be out of place here. In his book on "The Law of Mentalism" Prof. A. Victor Segno tells us that "to place oneself in harmony with another or with a number of people is not at all difficult, but to raise or lower the mental tone until it is of exactly the same

vibration as that of another person will require more time and considerable self study. It must first be understood that every subject or line of thought has its own tone of vibration; that is, love has one tone, and hate the opposite tone. If one sends out thought vibrations of hate, they will reach and effect those who are capable of a similar passion.

These thoughts will attract feelings of hate from all those people, and their multiplied thoughts will come back to the sender and injure him. When one needs help to aid in business, or in the carrying out of some important plan, as in perfecting an invention, etc., he must concentrate and think of the purpose or object; analyze it, and by the power of his will project those thoughts to some one or to all who have knowledge along the line of his desire."

## CHEERFUL NEDDY

By E. R. C. WEBBER

The man looked ten years older than he really was, but this may have been because he was so cross.

The boy walked as though he was tired, and he had the appearance of being, for the time, a little sulky, and very much dissatisfied. The dog crept along behind the boy, his eyes glancing furtively upward, sometimes at the boy, occasionally at the man. He carried his stump of a tail in a most dejected, discouraged manner.

Evidently storm clouds were near, casting their dark shadows over the trio.

There were no signs of friendliness amongst them, no sociability, no exchange of monosyllables even, as they trudged along through mud, and misty rain, burdened with guns, and packs, and melancholy.

Along either side of the muddy road was a wealth of fern, mossy logs—willow, cedar, and great Douglas Fir.

From a branch of one of these, a little brown squirrel looked down upon the blue procession.

Of course, you know how full of life and joy a squirrel is. Did you ever see a dejected, melancholy one? Could you imagine one, even?

Why, the very thought of a scampering squirrel, the twinkle of his little feet as he leads away into the green woods, fills one's heart with a glow of warmth and sunshine.

Now I do not mean to affirm or even to

insinuate that this little Neddy formulated any plans or schemes as he peeped saucily down upon the man, the boy—and the dog.

But this you cannot deny—he chattered to himself, and his remarks were: "What a cross, queer bunch!—Looking for breakfast and can't find it, I guess. They want cheering up—the dog's easy—but the man—oh, well—I'll try it anyway!"

Just as the tag end of the procession—which was the dog—passed the grand old tree, Neddy scampered down its trunk. With a saucy "chi-r-r" and chatter he passed the canine, kicking up his little legs in a most provoking catch-me-if-you-can sort of a challenge.

The dog was a lightning transformation. His little stump of a tail straightened, his ears and head flew up, and with a joyous yelp, he was off, every muscle ajerk with the excitement of the chase.

The boy? His face showed longing and suppressed though intense interest, but dimly veiled by an "I-don't-care" sort of manner. And the man? He looked crosser than ever, if that were possible.

"Who's been learning that dog to chase squirrels?" he shouted, looking accusingly at the boy. "Don't you know a huntin' dog's spoiled once he gets to chasin' squirrels and rabbits and all sorts o' vermin?"

"Here Bobs!—Here Bobs!—Here Bobs! Come here, I say!—Blame take your hide—



if yer don't come here I'll shoot yer!"

But Bobs wouldn't "come here," and the happy little squirrel came flying past, right under the cross man's nose, and went on into the willows across the road, followed as closely as possible by Bobs himself.

Human nature got the better of the boy's fear; and stooping, he gathered a handful of rocks, while the man still called the dog.

One, two, three, go the rocks into the willows, but saucy Neddy dodged each shot, and chattered cheerfully as he peeped from out the branches.

In a moment squirrel and dog flew back to the other side of the road. The man ceased calling Bobs, and watched the pursuing stones; perhaps vaguely hoping that if Neddy was struck, the dog would obey.

Finally he became interested.

"There he is!—No, he isn't either; there he goes onto that cedar branch—Jerushy!—you couldn't hit a barn. Here, gi' me one o' them rocks!"

The man and the boy drop their packs on the road; lay their guns across them, and hurriedly scramble for a supply of pebbles.

Over logs, through ferns and willows, they go in one mad scramble after that delusive, dodging, aggravating little bunch of fur; always aiming carefully, and hitting the exact spot just one sixteenth of a second after Neddy had left it.

The boy was laughing himself into a state of exhaustion over his father's excitement and antics. The man's face was flushed and his eyes were sparkling as he called the attention of the boy to "how mighty nigh he came to hittin' 'im that time." He always missed, but through no fault of his own.

After half an hour's joyous sport, which might have lasted till dark, only cheerful Neddy was growing tired with much agile dodging, the squirrel disappeared.

Once more the man calls the dog: "Here Bobs!—here Bobs!—hunt him out!—sick him, old boy!—go for 'im, Bobs!—and this time how eagerly Bobs obeys.

But no amount of hunting serves to locate Neddy; though the man urges the dog on for fully ten minutes.

Once more they come into the road, and shoulder their packs. There are no clouds now. The dog trots merrily ahead, his nose to the ground seeking new sport.

The man and the boy walk side by side—or with only the narrow country road between them, and the boy laughs at the stories the man relates, as he lives again the hunting days of his boyhood.

As they near the bend which will shut them from sight, the little squirrel, from his original position in the great fir peers forth, and listens to the account of a dog—a yellow dog—many years dead now, alas!—but such another dog was never known, as a hunter of squirrels and woodchucks:

"Gee!—but *he* was the dog!"

And—saucy Neddy laughed.

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## With the Bark On

By HANK REKLAW

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Better work your goodness up into life than talk about it.

We may differ in our opinions, but who will say my neighbor is not as honest as I?

Next to the woman who does not gossip, the noblest work of God is the man who does not grouch.

You will find soft spots in this hard old world if you carry a cushion for your neighbor to sit upon.

When you hear some person talking about some other person, listen just long enough to hear what they have to say, then forget it.

No man wants to be less than a man, and no man can be a man without a deep and abiding faith in the God in the man by his side.

The trouble with most men who have troubles, is that they look for an outward transformation without an inward illumination.

When we forget ourselves and speak the word fresh from the heart, we are liable to tell more of Truth than we knew we knew or could have imagined.

It is not fair to judge a man by his achievements. We can measure only his ability that way. The man the world thinks a failure often has in his heart grander motives than the man of wealth even could imagine.

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### ALL TOO MODEST

In the December number of the Magazine you asked us to criticise it. I could not do that but would like to suggest that we have a picture of Mr. Walker or Mr. Atkinson or Mrs. Franklin Hall, as a frontispiece. We read the articles that they write and shake hands with them mentally but we would like to see their faces, and pictures are such accurate likenesses nowadays.

Grace P. Horton.



# Our Brothers

By H. M. WALKER



The Birds and Animals  
and Creeping Things

We want to interest our Boys and Girls. We want to take them into the woods; over the meadows; down by the river bank; out in the back yard; roll over the green with them; climb the trees, and look with them into the depths of the deep, and paddle up and down the brooks. There we shall find, oh, so many, many things of interest in the lives of our animal and plant brothers. And we shall have such splendid times, the Boys and Girls and I. I cannot tell why, but I like to make companions of the Boys and Girls. They are so close to nature; their hearts seem to contain so much of the Divine; and they talk and act so delightfully free from the entanglements of other people's butts and ruts. I know we shall enjoy it: won't we, Boys; sha'n't we, Girls?

In the April number of THE SEGNOGRAM notice was given that I should in the May number give the particulars of a work that is being done in Los Angeles by Mrs. E. M. Deardorff, under whose management "The Young Defenders League" is being conducted. I called upon the lady in question the other day and found her not at home. Passing down the street, I saw a newsboy wearing a lapel badge of the League and inquired of him where I should find his president and where the League was now meeting.

"Aw; this ain't mine, Mister," answered he, slapping his coat lapel, "this is anudder kid's; he jest lemme wear it. Ast that man at the corner; he'll tell yer." And with that he yelled "Hextra!" in my ear and sped down the street.

Mrs. Deardorff's work is better told in her own words:

"If a little boy or little girl is taught to respect the rights of animals and birds, is shown that by kindness he or she may win undying affection from his or her dumb pets," says Mrs. Deardorff, "it gives little room in the mind of the child for thoughts of stealing and other things which gradually become characteristic of a child who has been allowed shamefully to abuse animals and to kill birds.

"We have found in our work that a child who is cruel to animals grows up with instincts which, to say the least, are criminal, and that a child who has been taught to treat his dumb pets with kindness invariably grows up with a proper regard for the rights of all living things.

"Our theory is, in other words, that a child who is kind to animals will make a good man or woman, and one who is cruel to animals and birds and allowed to remain so develops into a bad citizen.

"Of course, there are exceptions to the rule, but for the most part the rule holds good."

The value of birds as insect destroyers, the dire effects of cigarette smoking, the degenerating result of stealing, the beauty of kindness to animals, the contrast between the lives of men who are honored by positions of public trust, who are liked and respected by their fellow men, and the men who by lives of crime are sent to penal institutions, who are drunkards and debased—these are things which are emphasized by Mrs. Deardorff in her instructions to the members of her band, which is a branch of the National Band of Mercy, which numbers about 3,000-000 members throughout the United States.

In the June number we shall go with the Boys and Girls of THE SEGNOGRAM's great family into the aviary and study the bees. You must not miss it, Boys; and Girls, if you don't come, you will be awfully disappointed when the boys get home. We shall have a nice chatty time and a lot of fun with the bees. Come along: bring all the fellows with you.

You won't need any refreshments.

And will get home early.

## Ma, on Gift-Horses

"Ma, why shouldn't you look a gift-horse in the mouth?"

"Oh, I suppose, dear, horses of that kind bite."

"Ma, what kind of horses are gift-horses?"

"Oh, the kind that bite if you look at their mouth."

"Ma, why do they bite if you look at their mouth?"

"Oh, dear, I suppose it is because they are gift-horses."

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# Mental and Physical Culture



A System of Training  
the Little Ones.

By AUMOND C. DAVID

Exercise No. 16. Use nickel-plated dumbbells, weight about  $1\frac{1}{4}$  pounds. Position feet close together, or one diagonally to rear of other. Extend horizontal R. and L. one count; to front one: down to side one; extended above head one; each time returning with bent elbow to chest, making such counts in each exercise. This repeated twice is sufficient. For varying second repeat, change the posture of each hand; one up, one down; one out right, one up left; one rest on chest, other singly, etc., noting that narrow base is kept in instinctive mind and hence unconsciously done later on.



EXERCISE NO. 16

Exercise and Photo No. 17. Wooden dumbbells, weight  $\frac{3}{4}$  lb., hand-holds small; exercises for first eight counts as in Foto Exercise 16: to right and left; forward; down; upward; second repeat, while extended in each position twist the wrists quite lively, which will turn the whole arm, of course; next, hold arms rigid and with palm toward under side oscillate back and forth for wrist motion only. When changing from R. L. to forward strike the ends of bells; also over-head, and when coming down to side pass by to rear of hips and strike, observing the chest rest after each series of counts, with an occasional compliment, but never flattery, as it is better to gently reprove the slightest evidence of false pride

than allow it to grow and poison the after life. For variety the bells can be brought from above to the floor, stiff knees and back; also with broad base, feet being placed beneath the child's extended elbows, thus bringing into play the side muscles by the sideward dip with extended arms nearly or quite to floor on a side; or swinging the two hands from side to side together and downward between the legs in semi-circular motion. Also with hands extended downward, close base, and the forward, upward and downward motion of the shoulders only. These exercises can be taken without any apparatus, or with color balls or blocks, often catering to the whim of child, as each movement must be playful. The squatting position, both with close and broad base, may be given with these exercises, and the infinite variety of interchange of lessons here mentioned.



EXERCISE NO. 17

## Wasn't Onto Her Tricks

"Are you the trained nurse mamma said was coming?"

"Yes, dear; I'm the trained nurse."

"Let's see some of your tricks."—*Punch*.

The greatest wisdom of speech is to know when, and what, and where to speak; the time, matter, and manner. The next to it is silence.—*Robert Southey*.



# Health Culture Menus By Mrs. A. V. SEGNO

## FIRST MEAL

Egg Oyster

Sliced Oranges      Whole Wheat Wafers  
Hazel Nuts      Steamed Prunes

## SECOND MEAL

Bean Tomato Soup  
Wafers

Creamed Nuts on Toast with Currant Jelly

Ripe Olives

Dandelion Greens      Baked Potatoes  
Assorted Nuts

## TO PREPARE.

**Egg Oyster**—Squeeze one-half tablespoonful of lemon juice in a tumbler, then break into it a raw egg; add a pinch of salt and a few drops of lemon juice on top. Swallow whole.

**Bean Tomato Soup**—Put one tablespoonful of minced raw onion and one tablespoonful of olive oil in a large stew pan, cooking very carefully for ten or fifteen minutes, then add a quart can of tomatoes and cook for ten minutes, then rub through a colander or sieve and return to the stove, and add one cupful of baked beans that have been mashed

fine or pressed through a colander, and a pint of water. Let it boil five minutes, then serve.

**Creamed Nuts on Toast**—Soak one cupful of broken walnut meats in one cup of milk for twelve hours; the skin should rub off easily at the expiration of that time. Add the nuts to a cream gravy and serve on thin slices of buttered toast with a teaspoonful of currant jelly in the center of each.

**Dandelion Greens**—Take a small handful of the dandelion greens and two tablespoonfuls of olive oil, and one tablespoonful of cold water, cook in a sauce pan, pressing and stirring constantly until the greens are fine, add a tablespoonful of whole wheat flour and rub to a paste, then add your greens and sufficient boiling water to cook them; see that the juice is boiled down to almost nothing. When ready to serve, cut a lemon in fine dice and stir through the greens and also add a little lemon juice besides. This way of preparing is really delicious.

## FOOD VALUES.

Nuts.		Flesh Meats.	
Chestnuts.....	89.3	Lean beef.....	28.0
Walnuts.....	88.2	Veal.....	29.0
Filberts.....	59.5	Mutton.....	3.48
Brazil nuts.....	94.0	Fat pork.....	61.0
Cocoanuts.....	50.5	Venison.....	27.7
Pine kernels.....	95.0	Chicken.....	32.3
Almonds.....	87.3	Whitefish.....	23.3

## BOOKS BY LIDA A. CHURCHILL

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the wilful act of the individual, it is attacked, repelled and expelled through the forces generated by the tissue salts. There is no other way. All the activities of the body depend upon the tissue salts. It is through them that life is manifested. Therefore, if the supply of tissue salts in your body is sufficient you are well; and if there is a lack of one or more you are sick in that degree, as the life action is thereby restricted. A cure depends upon restoring the equilibrium.

The Ensign Remedies are composed of combinations of twenty-nine tissue salts. They are not drugs or medicines. They are the most vital of foods. We prepare them as nature requires them to be prepared to enter the cells. Crude preparations go no farther than the alimentary canal. The Ensign remedies cure all manner of disease. If you wish to know all about them, send for our literature. We have one booklet showing their application in General Diseases; one on their use in Private Diseases; one on their special use in Varicose, varicose and weakened veins; one on the Diseases of Women; and a number of leaflets, reprints of articles written by the founder of the system and published in magazines. All these are free on request. They are worth reading.



ENSIGN REMEDIES CO., Battle Creek, Mich.

READERS OF "THE SEGNOGRAM" WILL KINDLY MENTION THIS MAGAZINE IN WRITING TO ADVERTISERS



## MY SIXTIETH YEAR

By W. C. HARMAN

"From my earliest days I have looked upon sixty as the season of the olive and lotus. Now I have arrived at the end of twelfth lustre, and I see that this age is even more beautiful than I had imagined. I am going to tell you about it, in order that you, too, may rejoice in knowing that there comes after a long and toilsome life a period of inner spiritual peace, which is, as it were, a foretaste of the happiness of heaven.

"It is as if there began for you another infancy, a new life. It is as if you had left behind all that has saddened existence, and had entered into the kingdom of light. It is the cessation of resentment and hate—a time when you forgive all those who have caused you loss and grief. For now it becomes plain to you that had they known how much evil they were doing they would not have had the courage to do it.

"You pass by indifferently the things which formerly you longed to possess; neither do they attract you, nor do you desire them, because you realise how transitory is the material side of inexperience. This is a lesson which you have learned, by the way, on that journey called Life.

"Sixty years are like a crown composed of air and ether, which rests lightly on your white hair, like a blessing from heaven, after you have exhausted your strength in turning the heavy mills in which for three-score years you have crushed out the golden grains of duty. At last you know what joy is. You find that it lies neither in idleness nor in strenuousness, but, instead, in that strong calm of tranquillity which recalls the sacred past for inspiration and, at the same time, looking skyward, trusts itself to the blessed promises of a perfect future.

"Yet I do not look upon my sixty years as an end to my activity. On the contrary, I expect to work harder and do better than ever before. The decline of a useful life is a solemn thing, and one that imposes a duty upon whoever has been given so royal a privilege. We should make of our sunset days a beautiful festival for those who have accompanied us in our work, and have wearied at our side, encouraging us ever by a glance, by acclamation, by the praise of confidence. May we help to make the afternoon of their day as fair as our own is, and share with them the joys which it is our happy fortune to possess.


"Why is old age regarded as something august and venerable? Because it is the exclusive prerogative of the old to realize

that hope is the climax of despair, that the bitterness of life may be sweet at the bottom of the cup, that God in His goodness saves man through his very sins and follies. It is this knowledge which makes of old age a haven that is sheltered from the hurricane furies of the open sea.

"You feel that you have entered a little room all your own, wherein it is so quiet and so pure that every day is like a new Sabbath, and holy bells are always ringing. The light that falls through the white curtains at the windows, although softened, is gloriously refulgent. The ticking of the clock of Time is pleasant to the ear. The growing flower on the windowsill is fragrant, and the bees humming about it and the insects buzzing over it make sound that is as sweet as silvery bells a-ringing."

French chalk put on grease spots made on wall paper will remove them entirely. It may require several applications.

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# The Employer's View-Point

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By WILLIAM WALKER ATKINSON

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In a recent number of this magazine there was a prize offered for the best answer to the question "As an employer, what would you look for in a person applying for a position?" The question was answered by a number of readers, and the prize duly awarded. And, now that the contest is over, I want to take a try at answering the question, for I have been both an employer and an employee in my time, and have managed to pick up a few "pointers" on the matter which may be of some interest and use to some of you.

Well, after satisfying myself as to the ability of the applicant *to do the work required of him*, I should be governed largely by that indefinable something that we call "like." If the person aroused in me a "feeling" of *like*, it would be a point in his favor—not because the feeling would prove that he was any better, but merely because it would be an indication of the existence of something in both of us that would be conducive to what we call "harmony." It is difficult to account for these "feelings" regarding people, but I have learned by experience to trust them. If the person does not awaken in you that indefinable, intuitive feeling of "like," to some extent, then the chances are that you will not be able to get along together—you will be apt to get on each other's nerves, which state of affairs is not conducive to the best results.

In the second place I would be governed by my intuition as to the persons "life" quality. By this I mean that I would be favorably impressed by the possession of "vitality" and "life" in the applicant—my experience being that people who show no animation or interest are not apt to prove good employees. Of course, I am finding no fault with people who go about with a lifeless, half-dead mental attitude—that is their own business—I am merely saying that I would prefer the other kind of person.

In the third place, I would prefer a person who had a more or less keen sense of humor—who knew how to laugh heartily, and wasn't afraid to exercise the faculty. I don't mean a person possessed of a sickly smile, and least of all one of those persons who has cultivated one of those automatic, oily smiles. These last mentioned people I would keep at a safe distance, for my experience has taught me that they are not the real thing, and that their unctuous, oily smile is but a mask worn

to conceal something that one should avoid. The kind of man I would prefer would be a man who could laugh heartily *at* things, and *with* people—such a man is apt to carry a good atmosphere about him, and to be able to rise above the annoyances and troubles of everyday life. Cheerfulness is a very valuable asset for a man or woman, and the wise employer will take it into account. I should particularly avoid people who make a business of retailing their woes, and whose main object in life is to get somebody in a corner and make him listen to the story of their sad, sad life. Do not think me devoid of pity and sympathy—I have the average amount, I suppose. But my experience has been that those who have suffered deeply, and whose pain has been greatest, do not run around retailing their troubles, but live on smiling bravely, and reserving their confidences for the few who are dear to them, and who can understand. These real people consider their life stories too sacred for the ears of the crowd, and do not wear their hearts on their sleeves. The kind who are constantly asking the world to "pity poor me," and who find it so comfortable to be miserable are not the real thing. They surround themselves with an atmosphere of gloom and depression, and are not helpful to those with whom they associate.

In the fourth place I should prefer one who was "magnetic." Now, this quality of "magnetism" is poorly understood, and there are many theories advanced to account for it. I shall not attempt to elaborate a theory to explain it, but I may say this, that in my opinion one of the prime requisites for "magnetism" in a person is *the ability to forget one's personal self for the moment, and to let the interest go out toward others*. A person who is continually thinking about himself, is not apt to be magnetic—he must let himself out toward the other person, for the time being. And the habit once acquired, becomes second nature. It is true that some of the most selfish people are highly magnetic, but they have managed somehow to forget their personality for the moment, and let themselves out toward those whom they wish to please. This is a hard thing to define, but it is readily recognized when seen. Think over it a little, and see whether my idea is not at least partially correct. It's all a matter of mental attitude. The "magnetism" may not denote real worth, but it is a mighty factor in the



world. The best magnetism is that inspired by real kindness, of course—in fact, that is the only real kind. But still, there are many kind people who cannot forget themselves, for some reason, and there are others, not so kind, who have acquired the knack. Every reader of these lines has a personal acquaintance with some good person who somehow seems to repel people at first acquaintance, and whom one has to know a long time before they are really understood. And likewise, you know of other people who may not possess so much real worth, but who manage to be “liked” at first acquaintance. And, the average employer knows that customers prefer this last kind, and they naturally select them. Shyness and bashfulness is as much “thinking about oneself” as is tiresome selfish egotism. One is negative “selfness” and the other positive, that’s all.

In the fifth place, I should try to select a person who had that quality that we express by the words: “The faculty of taking an interest in things.” This to my mind is *the most important quality of all*. Interest underlies nearly all that goes to make up a successful employee. No matter what may be one’s abilities, unless he takes an interest in his work, he will not attain success, nor will he do his best work. Interest is the quality underlying all the rest. I would rather have a less brilliant employee who took a keen, real interest in my work, than a more brilliant one who lacked that faculty. Interest transforms a person, and enables him to accomplish miracles. Everyone of you know this to be true. You know that when you have a keen interest in a thing, you will not only do your best work to accomplish the task, but also, your mind will so work that new ideas, and inspiration will come to you and the work will be transformed. Interest causes one to mix brains with his work—Interest causes one to put a part of himself in his work. And whether that work be for himself, or for some other person, it will be of a good quality. I consider the “faculty of taking an interest in things” of prime importance in an employee. There are so few people who will take an interest in their work, that employers are hunting for them, and they will get paid for it too, if not by one employer, then by another. The man or woman who has this faculty can make his or her place valuable.

And, sixthly, I would want a man who was possessed of a strong desire to succeed. That would be one of the main points, for it would carry along with it so many other things in its train. A man having this quality strong

within him will accomplish wonders, and will ride over difficulties that would forever crush the man without it. I should look for this quality, and should feel joyous if I found it.

Now, maybe some good reader may take me to task for departing from the beaten path of the Success Teachers, who, in the daily press tell the youth of the land that they, the aforesaid Success Teachers, rose from humble circumstances to affluence solely by reason of the qualities of Honesty, Sobriety, Industry, Economy, etc. Answering this I would say that any man of any worldly experience at all recognizes the importance of the aforesaid qualities as the necessary equipment for a young man who wishes to rise in the world. No one wishes to employ a dishonest, intemperate, slothful, or wasteful young man. And such young men are weeded out even if they do manage to get employment. But still *all* honest, sober, industrious young men do not “get along.” And while it is true that these qualities are an important *part* of the equipment of the Successful Young Man, still we may as well face the cold, hard fact that something else, *in addition*, is necessary. And this something else is push, fearlessness, originality, and enterprise—and all these things come along as accompaniments to Strong Desire expressed through Mentalism. I repeat what I have so often said, that: If a man wants a thing hard enough—if he wants it the worst way—and will proceed to act upon that strong Want or Desire—then will his Thought manifest in Action—then will ways and means open out to him, and forces will be called into operation, of which the majority of people do not dream. To such a man, Nature will seem to conspire to gratify his desires, and circumstances will seem to become plastic. But he must want-it-hard-enough, and he must be willing to pay-the-price of attainment. And this last is not the least, as all successful men would testify, if they were forced to tell the truth. The Law of Compensation is in full operation, and one may not keep his penny and have the pie at the same time. He must give up some things in order to gain others.

Having used up about all the space that the magazine can spare to me this month, I must stop. I have not attempted to explain what I would try to get the employee to do after he entered my employ—what I would look for in him after he had joined forces with me. I have merely tried to indicate the sort of “raw material” that I would look for in him. As to the rest, we would have to fit into each others ways—he would have



to fit into my system, and I would have to fit my system to his characteristics, so that the combination would work out for the best. He would have his rights and so would I—I recognize this fully, but I believe that there is a harmonious ground upon which employer and employee may meet, all this talk about the "irreconcilable difference," to the contrary notwithstanding.

I believe that it is possible for two people to formulate and carry out a "square deal" between them, if they are the right kind of people. I wouldn't work for a man unless I could do it on the "square deal" plan—and I wouldn't have a man work for me unless the "square deal" could be operated by both of us. This is no visionary idea, or Utopian plan—I have no special theories on the subject—but I believe that the SQUARE DEAL is a possibility, although it is a somewhat scarce article with both employers and employees. The employer who regards his employees as mere machines to be worked for all they are worth regardless of fairness, is a fool. *He gets no more than he pays for, and generally not even that.* And the employee who looks upon his employer as somebody to be "worked" for wages, irrespective of fairness, is a fool. *He gets paid for no more than he does, and generally not even that.* I am not trying to preach the gospel of Duty or Unselfish Goodness. These things are all right, but the world does not practice them very actively—on week days, at least. But there is a law of cause and effect in this work-a-day world that makes the SQUARE DEAL an advisable thing, outside of one's sense of duty. It PAYS in the long run to practice the Square Deal plan, no matter though it may seem to be a failure in some particular instances. People find it to their interests to deal with a man who gives them a Square Deal—employers find it to their interests to practice a Square Deal—employees find it to their interests to give their employer a Square Deal. And outside of the sense of Decency that prompts every fair-minded person to practice it, the Square Deal is the very best policy to adopt.

The Square Deal does not mean that one should be self-sacrificing—it simply means that he should Play Fair, and should insist upon the other fellow's Playing Fair, at the same time.

And so, finally, I should look for a prospective employee to possess that sense of Decency and the Fair Deal—and I should try to bring it out in him by trying to practice it myself.

The man who goes through the world giving and asking a Square Deal, will maintain his self-respect, and in the end will be seen to come out ahead of those pursuing the other policy. Take my word for it, this is the Truth. The world is getting tired of Hoggishness on the part of both employer and employee, and the dawn of the Square Deal is upon us.

## AGENTS' SAMPLE WATER MOTOR \$2



Agents can make \$50 weekly selling the Little Giant Faucet Water Motor. Outfit retails for \$4. Liberal discounts to the trade. Attaches to any faucet. Used for polishing silverware, sharpening knives, grinding axe, cleaning metal, buffing, etc.

Free power for sewing machine, lathe, dynamo, etc. Easy seller. Profits over 100%. Own a business of your own. Send \$2 for agents' sample and confidential terms. Experience unnecessary. Outfit consists of motor with scientific water buckets, emery wheel, polishing wheel, pulley wheel, 3-blade cooling fan, belt and washers. Send \$2 for sample outfit today and begin work.

Include 25 cents extra and we will deliver the motor outfit, all carriage charges prepaid, to any part of the world. Write or call for booklet and full information.

**N. Y. HYDRAULIC MOTOR CO.**

Dept. L., 52 John St.

New York

2ND EDITION NOW READY

HOW TO OBTAIN

## ..Happiness and Health..

IN CHRIST

By John J. Snyder. Send us a postal card for testimonial circular of this great book. Circular contains first three pages of the book. Endorsed by advance thought journals everywhere and by people who are being healed and spiritually enlightened by reading it. Bound in extra cloth, gold stamped, large type. 50 cents a copy, postage prepaid. Published by

**GOODMAN & CO.,** Ravenswood Station, Chicago.



## IMPROVE YOUR FACE.

My book, "MAKING FACES," is an instructive and illustrated booklet, showing how, by a few simple exercises, one can in a short time make the face beautiful and wonderfully expressive. A practical new method for removing hollow cheeks, wrinkles, hatchet chins, careworn looks, etc. Amusing as well as instructive. Nothing like it ever offered the public before. Postpaid to any address for 25c.

### MY SPECIAL OFFER

I will send my complete series of books, The Chest, Making Faces, Development of the Neck Muscles, How to Beautify the Eyes, and my Chart Course, regular price \$1.25, on receipt of \$1.00.

Address **PROF. ANTHONY BARKER**  
School of Physical Culture  
1164 D. Broadway - - - New York City



## MUTUAL HELP DEPARTMENT

Women who desire to make money at home should take as their motto, "Do you nexte thyng," an old Saxon proverb which has been somewhat forgotten in the modern rush for quick results and wealth, says the *Philadelphia Inquirer*. A woman with no head for figures sees a neighbor making money at stenography, straightway she thinks she must have a fling at pot hooks and toy with her typewriter, not taking into consideration there may be something she can do better, some little talent that she can turn into money without special training. It will pay every mother and daughter desirous of earning money under her own roof tree to take account of stock and learn what is the "nexte thyng" with her.

Some women have a natural gift for keeping things neat and trim looking. There is plenty for them to do these days when every girl wants to look well groomed. For instance, there is the art of cleaning gloves and delicate fabrics. Perhaps you never regarded it as an art, because you have always known how to secure good results. But your neighbor across the way sends everything to a cleaner of whose methods she constantly complains. Why do you not ask for a chance at her work?

Two New York sisters were famous for the care of their own gloves in the days when they had money to buy them in quantities. When they suddenly found themselves without the price to buy a single pair they did the "nexte thyng," which was mending and cleaning gloves for friends. To this they added a purchasing agency, offering to match gloves for any costume. By and by, in their own little parlors, they began to have gloves on sale. You will need to buy gasoline in quantities and have on hand plenty of French chalk for cleaning delicate fabrics which will not stand moisture of any kind, while your favorite cleaning mixture should be put up in quart bottles.

A young mother had the gift of washing and cleaning lace curtains. Her own were the envy of the neighborhood. The husband died, leaving only a small insurance. She knew she had to eke out this tiny income, so asked her neighbors at house-cleaning time for their curtains to clean. They gladly embraced the opportunity. Her only capital was a pair of good curtain stretchers, some fine white soap and willing hands. Today she has stretchers by the dozen and buys her soap by the box.

Another woman, whose plants were the

talk of suburban towns heard a woman wailing to a neighbor that her porch and window boxes would never flourish. "Why," said she, "even my rubber plants won't live." Now the listener knew all about flowers and needed money, though few guessed the fact. She drew the woman to one side and asked whether she might come and doctor the plants—for a consideration. Her neighbor, remembering the last bill from the florist, gladly consented.

So the woman who could do the "nexte thyng" with a trowel, small shovels, and watering pot is known far and wide as the flower doctor and has regular contracts for keeping porch and window boxes in order.

## "MUTUAL HELP" ADS.

At no time in the history of printing did the small classified advertisement play so prominent a part in business as it does today. In every newspaper it is a mighty factor in bringing buyer and seller together. In the "classified ad" department one is permitted to advertise at small cost what he most desires others to know.

A department of this nature has been started in THE SEGNOGRAM. It is going to prove the most important feature in our advertising pages. Advertisements inserted in this department prove highly satisfactory to the advertiser, in that they bring results at less cost than any other style of advertising that may be used. Every advertisement under this head is read with interest. You talk direct to the 100,000 readers of the magazine. They are interested in what you say and if you have something to offer that should appeal to them—something they need—replies will be prompt and returns good. Test the pulling qualities of these small ads. The rate is 2 cents a word, with 50 cents the minimum charge. You can print an advertisement of 25 words for 50 cents.

No investment or objectionable medicine advertisement will be accepted.

Address, money with order,  
THE SEGNOGRAM PUB. CO.,  
Los Angeles, Cal.

**FRESH, PURE PEANUT BUTTER**—The delicious spread for your daily bread. We manufacture this great health food and sell it direct to consumer at the exceptionally low price of 12 cts per lb in 20, 25 and 50 lb. cans, 5 and 10 lb. pails, 13 cts per lb. We prepay freight on orders of 100 lbs or more to all points east of the Mississippi and north of Tennessee. Cash with order. Send for trial can, postpaid for 10 cts. ST. LAURENT BROS. 1222 24 Saginaw Street, Bay City, Mich.

An English woman in Nova Scotia, willing to change location, desires the personal companionship of an ideal man, capable of platonic love. Photo to SEGNOGRAM.

I am making a collection of Souvenir Postals and want to know if I might be allowed to ask the different readers of THE SEGNOGRAM if they will favor me with a few postals for my collection. Just to hear from some of our Club members and SEGNOGRAM readers personally. I should like to meet them through THE SEGNOGRAM. Mrs. S. S. Woolley, 245 Bolivar St., Jackson, Tenn.

**CRETON STAMPS.**—On receipt of (10¢) 45¢ (International money order) 60 mixed Creton Stamps sent to any address, post free, including one rare stamp and 16 other varieties. All Creton varieties for sale. Gold, hand worked Creton beads also for sale. These make beautiful necklaces, bracelets, cuff links, etc. Emmanuel Jean Popadokes, Candia, Crete.

**One Dozen Beautiful Southern California Souvenir Postal Cards** mailed on receipt of 25¢. Comic leather postal cards, \$1 per dozen. Catalogue of leather draperies and pillow covers free. Leather Grill and Drapery Co., 700 S. Spring Street, Los Angeles, Cal.

**"GOING TO BUILD?"**—The best book of architectural plans and designs ever sold at any price, only 50¢. Cuts and circular free. Kinney & Co., Architects, Minneapolis, Minn.

**WANTED**—The address of Miss Ella M. Kearney, formerly San Francisco, Cal., is desired by the Segnogram Publishing Co., Los Angeles, Cal.



# GRAPHOLOGY



By Mrs. Franklin Hall  
Special Article

This department in THE SEGNOGRAM has been of great assistance to many of our readers. Graphology has long been recognized as a science, and Mrs. Franklin Hall's readings are phenomenally accurate. The special articles that she writes for THE SEGNOGRAM contain very much that will benefit every reader, and to her advice many of THE SEGNOGRAM family owe much of their success. To give more space to other articles we have discontinued publishing the readings made for our subscribers, and instead are sending them direct by mail.

## WHAT ARE IDEALS?

Not long ago in describing a character, I said, "This person is strongly idealistic," and the question was asked,—not through ignorance, but to gain an idea,—“What are ideals?”

Poor indeed is the person who has no ideals. To him or her all things are matter-of-fact. A man is a man, because he is a male human, a woman a woman because a female, merely the burden bearer and child bearer, nothing more. If she works for her children it is through the mother instinct that cares for its young until old enough to care for itself. Marriage is merely a mating free of romance or poetry. Wealth is not to be tolerated in an individual sense, but share and share alike regardless of mental or physical earning power. Some call this latter idea the dream of an idealist, but I claim it is the scheming of the indolent, as Ella Wheeler Wilcox terms them, “the leaners.” Take it home to yourself; if through earnest, conscientious toil month after month and year after year you have gained a competence or had the genius for gaining great wealth the same as a painter has for art, the author for writing novels, the sculptor for making statues, would you be willing to divide this toil with those around you who had an equal chance with you but were too indolent or stupid to succeed? No. Those things are well enough to preach to those who will believe, but the preacher seldom practices unless compelled by necessity to do so. So this preaching is not an ideal, but a scheming for power through using the ignorant for tools to carve a way to fortune.

The ideals we possess are the better part of us, the dreams of the brain that clothe all things in nobler guise, in finer raiment of virtue, than they really are. The child has its ideal in the parent it adores and tries to imitate, until old enough to realize that the idol has flaws. The lover has ideals and paints his beloved in all the fair perfectness that angels are supposed to possess until one day the veil falls from his eyes and he finds the “angel” possesses much of the earth, earthy. The girl idealizes the lover and sets him upon a pedestal, falling upon her knees and worshipping him until perhaps she finds him a “wolf in sheep’s clothing.” The schoolboy worships

a hero and aims to make his life like that of his ideal, and so it goes on. The poet has his ideals of the spiritual and transcribes them in verse, the musician attunes the heart of the listener with his ideals and the writer worthy of the name sets his ideals before us.

Ideals are uplifting, inspiring, even though we find them not all that we had dreamed, still we are benefitted, made better men and women for having had these ideals, this something to live up to, to take us out of the rut and mire of the plodding, prosaic, work-a-day world.

Without ideals we would have no music, art or poetry, for ideals are the little fairies that go out into the world of fancy and gather up and bring to us the golden flowers of hope, love and truth that with care we weave into the mosaic pattern of life.

Never give up your ideals, for they are the steps that lead you to success, if you gauge success by right and beautiful living instead of the mere ingathering of wealth.

*Will you  
kindly read this  
hand writing*

In the specimen of writing above we have the strongly idealistic and artistic nature. Note the beautiful curves to all the letters, the grace of the strokes, the crossing high, clear and true above the letter and also high dotting of the “i”. There is just enough shading in the writing to give the artistic nature of the poet and musician. Persistence is indicated in the long crossing and little hooks, and obstinate clinging to a purpose in the angular loop of the “y” in the “you.”

Clear judgment is indicated in the even spacing of letters and lines and tenderness and affection in the slight slope of the letters.

Genius is depicted, idealism, in every stroke of the pen. What is idealism? It is the poetry of genius.



## THOUGHT TRANSFERENCE

"Imagination is projected thought. And thought is that plan of God whereby man can realize eternity in a moment. A glance backward and I can see Moses, Socrates, and talk with Jesus, Marcus Aurelius or Leonardo. A look forward two thousand years and I behold a glory I cannot express."—*The Philistine*.

Today wireless telegraphy is a thing of commercial use. Ten years ago the idea was scoffed at.

Today mentalism is scarcely understood. Ten years hence it will be in general use by its students.

The development of this sixth sense by man is going to make phenomenal strides in the next decade. Never in the history of the race has such interest been manifested in this undeveloped, dormant faculty.

A dispatch from London tells us that a series of remarkable experiences in mentalism or thought transference are being contributed by Englishmen to a discussion now proceeding in the London newspapers as to whether the human race is developing a sixth sense in the form of wireless telegraphy of the brain.

Hundreds of startling incidents are related and the widespread ability of people to foretell circumstances affecting themselves is believed by London doctors to indicate that evolution is developing mankind into a race of soothsayers.

George R. Sims, a well-known writer, says he dreamed his sister was standing at his bedside and told him some one was dead. The next day his sister called at his house and told him his brother-in-law had died during the night.

Last year Mr. Sims was in Lausanne with his wife. They were to depart for Chamounix and the night before they left, Mrs. Sims dreamed that when they got to Chamounix her husband would receive a black-bordered envelope announcing the death of some one. After their arrival at Chamounix no letter came, but in its place came a telegram announcing that Mr. Sims' nephew had been drowned the previous day.

Rev. Prebendary Granville declares that on three nights he dreamed that a newly constructed vault in the graveyard of his church had become flooded and that the coffins in the vault were floating about on the water. He ordered the sexton to investigate, and there was discovered an exact fulfillment of his dream.

Another man while ill dreamed that his doctor called on him and said: "Would you like to go for a drive with me?" The patient dreamed that he went, and in the course of

the drive the doctor said: "I would like to take you back to lunch, but unfortunately we have only cold mutton, which would hardly do for an invalid, would it?"

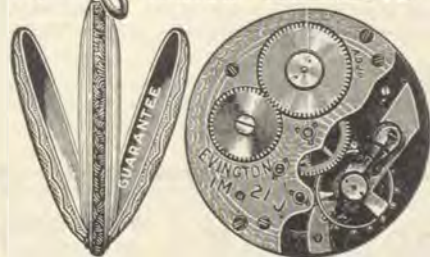
Two days after, the doctor called, invited the patient to go driving, and on the way home made the same remark about liking to take the invalid home to lunch, but being debarred by the cold mutton.

Innumerable other incidents similar to these are being vouched for by persons of prominence, and they are thus explained by Dr. McNamara, a well-known London physician:

"Physiology teaches that whenever a nerve is stimulated or whenever a muscle contracts an electric impulse flashes along the nerve and through the muscle. So, also, when a thought passes through the brain, a discharge of energy in the form of vibration in all probability passes through the brain cells.

"These vibrations, transmitted through space, will meet certain brains prepared to receive them in somewhat the same way as the receiver in wireless telegraphy is prepared to receive the wireless message."

## A \$20 Watch for \$5.45



These figures tell exactly what we are doing—selling a \$20.00 watch for \$5.45. We don't claim that this is a \$40.00 watch or a \$50.00 watch, but it is a \$20.00 watch. A leading watch manufacturer, being hard pressed for ready cash, recently sold us 100,000 watches—watches actually built to retail at \$20.00. There is no doubt that we could wholesale them to dealers for \$12.00 or \$13.00, but this would involve a great amount of labor, time and expense. In the end our profit would be little more than it is at selling the watch direct to the consumer at \$5.45. The Evington Watch, which we offer at \$5.45 is an im. 21 jeweled, finely balanced and perfectly adjusted movement. It has specially selected jewels, dust hand, patent regulator, enameled dial, jeweled compensation balance, double hunting case, genuine gold-laid and handsomely engraved. Each watch is thoroughly timed, tested and regulated, before leaving the factory and both the case and movement are guaranteed for 25 years.

Clip out this advertisement and mail it to us to-day with your name, postoffice address and nearest express office. Tell us whether you want a lady's or gent's watch and we will send the watch to your express office at once. If it satisfies you, after a careful examination, pay the express agent \$5.45 and express charges and the watch is yours, but if it doesn't please you return it to us at our expense.

A 25-Year Guarantee will be placed in the front case of the watch we send you and to the first 10,000 customers we will send a beautiful gold-laid watch chain, free. We refer to the First National Bank of Chicago, Capital \$10,000,000.

NATIONAL CONSOLIDATED WATCH CO.  
Dept. 350, CHICAGO

## A SILENT THOUGHT SUCCESS CIRCLE

Free to all who will join us for health, happiness and prosperity. Will send a mechanical device that will draw away the blues, cure poverty, disease and bad habits, develop all your mental and spiritual powers; simplifies concentration and develops will power. Send stamped and addressed envelope for particulars.

IDA WELSH, BELLEVILLE, ILL.



# THE SEGNOGRAM

1701-1719 Kane St. Los Angeles, Cal.

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## EDITORIAL STAFF

A. VICTOR SEGNO

WILLIAM WALKER ATKINSON  
H. M. WALKER

Entered at the Los Angeles Post Office as second class matter

## SUBSCRIPTION

United States, Canada and Mexico.....50 cents a year  
In the City of Los Angeles.....60 " "  
All Foreign Countries.....3 shilling 2 pence

Postage Prepaid

## TO ADVERTISERS

No medical, investment or objectionable advertising will be accepted or printed in this magazine at any price. Advertising rates sent on application.

## CHANGE OF ADDRESS

Notice of change of address should be sent to us at once as the postal rules forbid the forwarding of magazines without the payment of additional postage.

## YOUR SUBSCRIPTION EXPIRES

**O** When this circle is marked with a blue cross it signifies that your subscription has expired and that you should renew it at once.

If you receive a copy of this magazine and are not already a subscriber it is an invitation to subscribe. Accept the invitation.

**NOTE:** We cannot supply back numbers. All subscriptions received before the 15th of the month will begin with the issue of that month. All received after the 15th will commence with issue of the following month.

## Shop Talk ; What is Doing at the Segnogram Home

The heavy March rains delayed construction on our publishing house for two weeks or more, but the work is well in hand again and, unless the elements again interfere, we shall have our printing plant installed shortly after the first of May.

\* \* \*

Did you see our three-years-for-one-dollar proposition in the April issue? You may take advantage of it yet. Send \$1.00, and your subscription will be paid for three years from date of present expiration.

\* \* \*

There is something about the book "Heart Throbs," soon to be issued by The Segnogram Publishing Company, from the pen of H. M. Walker, that persuades us to believe it will be an eye-opener. Orders are already being received from readers who are able to appreciate Mr. Walker's style, and we predict

for "Heart Throbs" a ready sale and wide circulation. Are you going to have one?

\* \* \*

Orders for Mr. Atkinson's new book, "Dynamic Thought," are coming in rapidly. If we mistake not, the first edition will be sold out before you get your order in—if you do not send it this month. If you want a copy of the first edition, now is the time to order.

\* \* \*

In "The Secret of Memory," Professor Segno's new book, the author presents in his customary clear, thoughtful manner all that he has learned from years of practical schooling with men of affairs, on the question of memory and culture. Professor Segno has struck a new note, that dispels much of the technical rot that has been written on Memory Culture, and, as he did in his "Law of Mentalism," presents in a popular way what others have striven for years to prove by technical deductions. His "Secret of Memory" will equal if not eclipse the popularity of his "Law of Mentalism." You may order a copy now. Orders will be filled in the order in which they are received as soon as the book comes from the press.

\* \* \*

When our printing plant is installed, we shall be prepared to print for our readers, no matter where they reside, the finest class of tri-color and black-and-white printing that can be turned out on the Pacific Coast. No matter what the nature of the work: visiting cards; wedding stationery; programs; invitations; business letter-heads, bill-heads, circular letters and envelopes—whatever it be—we can execute on short notice and ship to you. Who will send us the first order?

\* \* \*

Every shareholder in The Segnogram Publishing Company should be interested in seeing THE SEGNOGRAM's circulation reach 100,000. We are determined that it shall. Are you a shareholder? If so, are you as determined as we to do your part? If you are not a shareholder, you are none the less interested. Will tell you why. You want to see THE SEGNOGRAM improve in contents and appearance, don't you? Of course you do, for you will benefit by every improvement. You will receive a better magazine. Assist us, friends, to place the magazine into other hands. We know how loyally many of you have contributed your mite in the past, and we appreciate every effort made; but, friends, listen: we want to print 30,000 copies of the first number to come from our new press. This means we must get nearly



5000 new subscribers before June 15th. Do you think we can do it? Are you going to help us? Tell you what we will do: *Send us two names and 50 cents and we will send THE SEGNOGRAM to each friend for one year.* If in a foreign land, add 25 cents for each name, to pay postage. This offer is open until June 15th. We must have 5000 new subscribers before June 15th. Won't you help us? When sending the names state that you desire to take advantage of our special offer.

\* \* \*

Two advertisements have appeared in THE SEGNOGRAM of recent dates which we learned, too late to prevent their appearance, should not have appeared. One, that of Prof. James, the Postoffice Department has declared fraudulent; the other, that of R. Gibson, we cannot recommend.

\* \* \*

You will see by reference to the advertisement on the last cover page of this magazine, that the Segnogram Publishing Company is about to undertake the publishing of a new magazine. The name of the new journal will be "THE MYSTIC," and will be edited by William Walker Atkinson. It will be devoted to the subjects of Occultism, Psychic Research, Mental Power, The Ancient Wisdom, Oriental Philosophy, Arcane Science, The Secret Doctrines, Practical Mysticism, The Inner Life, etc. These subjects are along Mr. Atkinson's favorite line of work and investigation, and we feel that to those interested in this phase of knowledge this new magazine will prove indispensable. It will contain the latest and best information and instruction upon the line named, and will impart the highest knowledge obtainable. We do not care to say too much regarding this new magazine, but prefer to let it speak for itself when issued, feeling that it will make friends and admirers wherever it goes. The publishers, and Mr. Atkinson, wish it to reach as many people as possible, therefore the price has been placed within the reach of all—TEN CENTS FOR A WHOLE YEAR. The magazine will be printed on good paper, and will contain sixteen pages, of the same size as THE SEGNOGRAM page. It will have a handsomely designed cover page, and will be a creditable production in every respect. It is a high grade journal—nothing "cheap" about it except the price. The first number will bear the date of June 1st, next, and will be off the press sometime in May. We trust that every friend of THE SEGNOGRAM will be found on the subscription list of this new magazine—and that each reader

of this notice will sit right down, and send on his, or her, dime today. Get yourself on record, among the first of the *hundred thousand subscribers* that we confidently expect for "THE MYSTIC."

No class of people are so well adapted to co-operate for success as are the readers of this magazine, for they are already students of Mentalism.

## Perfect Scalp Health

is a blessing within the reach of all who read this.

Dandruff, Sore and Itching Scalp, Premature Grayness, Premature Baldness, Barber's Itch and Eczema are all caused by Disease Germs in the skin.

These disease germs can every one be absolutely destroyed and the scalp nourished back to perfect health through the use of

### CALIFORNIA SCALP FOOD

a powerful Antiseptic; non-poisonous, non-irritating and an unfailing healer.

Sold always on our guarantee of Satisfaction or Your Money Back. Full sized jar, prepaid. One Dollar. Order to-day.—PONOCALTA FORN CO., 965 Everett St., Los Angeles, Cal.



## PERFECT MENTAL AND PHYSICAL HEALTH

can only be attained by natural methods of living and healing. We have an institution for the permanent cure of all acute and chronic male and female, and children's diseases without drugs and operations, by the simple means of NATURE CURE, as pure

natural Foods, properly combined and prepared, Water Cure, Sun and Air Baths, Physical Culture, Magnetism, etc.

All those who have been vainly seeking for relief from their various ailments by the old methods of healing should call or correspond with us. We are able to make a most accurate diagnosis of your case by the means of "The Diagnosis from the Eye," and assure an ultimate recovery under the most careful individual treatment, and among cheerful and agreeable environments.

Write for prospectus and descriptive circulars of our books "The Diagnosis from the Eye," "The Foundation of all Reform," "The Folly of Meat Eating," etc. Address

### KOSMOS HYGIENIC INSTITUTE

KNEIPP WATER CURE SANITARIUM

765 N. Clark Street CHICAGO, ILL.  
Opposite Lincoln Park and Lake Michigan

## ONE CASE FREE

I will heal one case in each neighborhood, no matter what the disease or how serious, free of charge. A healed case is my best advertisement. Address, with stamped envelope, Editor "OCCULT TRUTH SEEKER," Dept. W. Lawrence, Kansas.



**A Summer Drink Wanted**—Would you do me the favor of making an inquiry through the columns of THE SEGNOGRAM, in the next issue if possible, concerning how to make a simple, non-intoxicating summer drink or beer of some kind—something that is easy to prepare and inexpensive? Some years ago, in the state of West Virginia, there was used in some localities, to make a fermented soft drink, what was locally known as "California Yeast," a yeast-like substance which was placed in a jar and upon which was poured sweetened water. In about twenty-four hours this concoction was ready for use. The "yeast" at any time could be removed from the jar, dried and laid away to be used again at some other time. I would be much obliged if you would kindly make inquiry in THE SEGNOGRAM in regard to this matter as we have subscribers over such wide territory that I am sure we may hear of one, perhaps several, good formulas.



**Members of the Success Club** who have lost their Success Key pin and desire another, can get one by sending us three new subscribers to The Segnogram. The Key is not for sale at any price.

## Embroidered Lawn Waist

Beautiful silk embroidered lawn waist, open front, the center has two box pleats with Valenciennes lace and open work, Swiss half-moon embroidery, this is surrounded by

forty pairs of pli, tucks forming a rich yoke effect. The handsome embroidery and val lace insertion finish this exceptionally pretty model in the new blouse front effect. The detached collar is hem stitched and with baby tucks. The box pleat well fitting back and the new sleeves and Paris cuffs make this a leader. Special only one dollar. This is one of our many bargains. Send for our fashion waist book. Waists 59c. up.

**HART FASHION CO. Dept B**  
1638 Madison Ave. New York



**1.00**

**SENT  
PRE-PAID**

**Regular price 1.98**

Sizes 32-44  
Bust Measure  
All charges  
prepaid. We  
guarantee satisfaction.

## NEW HAIR FOR ALL

To Prove it I send a \$1.00 Package Free by Mail for You to Try.



The Above Illustration Plainly Shows What Foso Has Done for Others. It Will Do as Much for You. Try a \$1.00 Package. It's Free

My discovery actually grows hair, stops hair falling out, removes dandruff and quickly restores luxuriant growth to shining scalps, eyebrows and eyelashes, and quickly restores gray or faded hair to its natural color. Write today.

### FREE \$1.00 PACKAGE COUPON.

Fill in your name and address on blank lines below, cut out the coupon and mail to J. F. Stokes, Mgr., 5498 Foso Bldg., Cincinnati, Ohio, and a full sized \$1.00 package will be sent you by first mail free, all charges prepaid.

## MUSIC LESSONS FREE IN YOUR OWN HOME

A wonderful offer to every lover of music, whether a beginner or an advanced player.

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And received the universal admiration

Of the medical profession for his skill.

He laid the patient out (he loved to do it)

And said, "Although the malady is hid,  
'Tis an interesting case; I'll look into it,"

So he opened up the patient and he did.  
Beginning with a vertical incision.

He neatly drew the floating ribs apart,  
Then made a careful cardiac division

And sewed a patch of canvass on the heart.  
Finding nothing here that merited attention,

Around the lungs he cut a graceful curve,  
And as a Spartan measure of prevention

He tied a bunch of tissue with a nerve.  
Then on the patient's brain he operated—

A further fine example of his pluck—  
And his very modern methods demonstrated

By removing the appendix, just for luck.  
With practiced haste he sewed the man to-

gether,  
Two weeks passed by—two weeks of anx-

ious guess—  
While the world of science cogitated whether

They could call the operation a success.  
Then Dr. Slash performed the amputation

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Beginning with June 1st we shall publish another magazine, to be named THE MYSTIC—a ten cent magazine—ten cents a year. It will be the best magazine to take subscriptions on that ever was published. Won't require any work at all; just show it and any man or woman who is a friend of yours will give you 10 cents for a year's subscription.

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Food was designed to supply the elements of which our bodies are composed, hence we eat to replace the exhausted and worn out tissues and cells of our physical and mental being.

Our bodies are composed chiefly of four elements, Oxygen, Carbon, Hydrogen and Nitrogen. In a body weighing 148 lbs. there are 92 lbs. of Oxygen, 31 lbs. of Carbon, 14 lbs. of Hydrogen and 4½ lbs. of Nitrogen. The Oxygen is derived from air and water while the other three elements must be obtained from food. Nitrogen builds tissue and muscle; Hydrogen and Carbon supply brain, nerve force and heat.

To keep in perfect health and strength all parts of the system must work in harmony. To do this each part must be supplied with the materials necessary to keep it in perfect repair.

In eating care should be taken to select the food which contains the greatest percentage of the three mentioned elements. A heavy tax is too often imposed upon the system by forcing it to take care of food which contains little or no nutriment. There is one food that contains all these elements in such perfect proportion that life and health can be sustained by it for more than 100 years. It is truly a food from the gods. Delicious in taste, appetizing, tissue building and health creating. Nature has made it so perfect that man has been unable to equal it. To the invalid it is a perfect elixir. To the man in health it gives still greater power. To the aged it gives back the elasticity of step and confidence of youth. To woman it gives that beauty of complexion all are anxious to acquire. To humanity in general it is a boon of immeasurable worth. It grows only in a few favored spots on this earth—localities where the vitalizing rays of the sun penetrate it every day. It is spoken of in the highest terms in ancient and Biblical history.

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How much pain have cost us the evils that have never happened.

Never buy what you do not need because it is cheap. It will be dear to you.

He who resolves to do one thing honorably and thoroughly, and sets about it at once, will attain usefulness and eminence.—E. P. Roe.

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## LET FIGURES TELL THE TALE

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Total value of one season's products, including manufactured products, \$103,000,000. No harvest? Indeed!

And while we are looking at Southern California, let us drop our eyes upon these facts about Los Angeles:

Los Angeles has 1550 manufacturing establishments, employing 14,000 workmen.

Value of Los Angeles manufactured products in 1900 was \$21,297,537. In 1904, it was \$42,000,000. We have not the figures for 1906, but it is safe to say they will foot up 50 or 60 millions.

Los Angeles has 61 public school buildings; 777 teachers employed, and upwards of 50,000 school children.

Los Angeles has one of the best electric railway systems in the world: 250 miles of track in the city limits; 500 miles of track operated and projected in the interurban systems; 3000 men employed by the systems; monthly payroll \$150,000.

Los Angeles' citizens have access to a public library of 108,983 volumes, with a home circulation of 725,438.

Los Angeles' building record is measured in miles. Last year 21 miles of new buildings were erected here. This year's record is exceeding last year by one-half. The cost of new buildings erected since Jan. 1st, nearly seven millions.

Los Angeles has 16 public parks. Total acreage, 3,720.

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Mr. A. I. Howe, Tully, N. Y., writes: "'Actina' has removed cataracts from both my eyes. I can read well without my glasses; am sixty-five years old."

Robert Baker, Ocean Park, Cal., writes: "I should have been blind had I not used 'Actina.'"

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## ELLA WHEELER WILCOX



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### WHY ARE CHILDREN BAD?

So many excellent answers have been received to the question, "Why are Children Bad?" that the committee found great difficulty in deciding the winner of the \$5.00 prize. The answer of Mrs. Louisa A. Turley has the most points in its favor, and the prize is, therefore, awarded to her.

This concludes the series of prize offers. We thank all our readers who submitted replies to the questions asked. Though we shall not be able to make use of all the answers received, we hope to give many of the best answers received in the several contests.

Next month the first article covering the contests will appear. It will cover the ground embraced in the question last submitted, "Why are Children Bad?"

Watch for it. It will be interesting.

Mrs. Turley's answer:

"Children are 'bad' because of parents' ignorance of the law of pre-natal endowment.

"Because of ignorance, or inattention, to the nature and tastes of the children, and how to aid in the cultivation of or restraint thereof. Because they are not assisted in forming and working to an ideal standard of moral and intellectual excellence. Because they are trained to fear punishment, and expect rewards rather than to *choose right* for its own sake.

"Because their rights, as individuals, are ignored, or, being children, it is not considered they have any rights. Because their time and interest are not properly directed.

"Because they have no adult friend to whom they can confide their troubles and ideas, and from whom they will receive a truthful, intelligent answer, instead of an evasive one, if, indeed, one at all, to any questions they may wish to ask. And because they are tempted by being forbidden, instead of being strengthened by being made to feel that they *can* ignore the harmful, and *choose* that which is *beneficial* if they *will*, and commended for their judgment and courage when they do so."



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(3) If you are deaf, the Vibrator will stimulate the outer and inner mechanism of the ear and cure in many cases.

(4) If you have poor circulation, the Vibrator will increase your circulation and make you feel a warm glow all over your body.

(5) If you have locomotor ataxia or paralysis, the Vibrator is the only relief. It will stimulate the nerves. Vibration today, for these two ailments, is recognized as the best treatment by the leading specialists.

(6) In case of sudden pain of any kind of any member of the family, at night, the Vibrator is always ready to apply. No charging or mixing of medicine.

(7) If you want a good exerciser, use the Vibrator. You exercise to circulate the blood, and by outdoor exercise you have to spend your energy. By exercising with the Vibrator you save your energy and get your exercise sitting in your chair by using on different parts of the body.

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"Do you know," asked Wesley, "why that cow looks over that wall?"

"No," replied the one in trouble.

"I will tell you," said Wesley. "Because she cannot look through it. And that is what you must do with your troubles—look over and above them."

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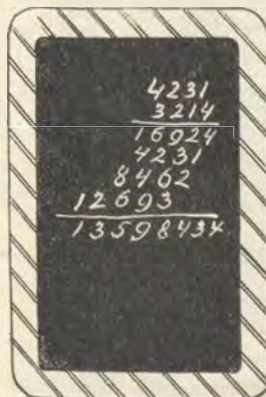
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## THE SEGNOGRAM

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"I will be a success; I will be a strong man; I will be of use to others, I will develop to the utmost every talent and energy I possess, I will enlarge my receptive capacities, I will make the most of life, not only for myself, but for all I come in contact with. I will build character on the foundation stone of Love."

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Many readers of The Segnoqram have taken advantage of our premium offer of an Out-of-Sight Collar Fastener for two new subscribers to the magazine. It is still open and we want many more of our friends to avail themselves of the opportunity. The Collar Fastener is the handiest contrivance a woman can find to overcome the collar-fastening difficulty. It is just what you ladies have been looking for. With it you may fasten your collar in a jiffy—and it always will feel comfortable and look neat.

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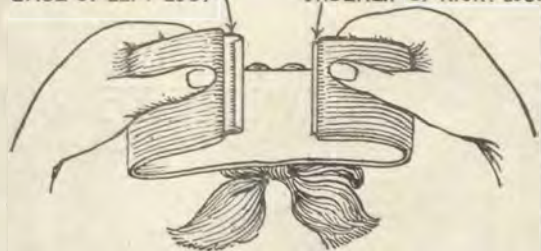
Several ladies who sent in their names to assist another to secure a Collar Fastener, were so pleased with it that they in turn secured the names of two more friends in order to get a Fastener for themselves.

\$1.00 and two names gets it. (If in foreign lands, add 25c for each name to pay postage.)

THE OUT-OF-SIGHT Collar, Ribbon and Stock fastener is the only thing known that will replace the use of Pins, Hooks and Eyes and Featherbone in the adjustment of collars, ribbons and stocks, which are not only difficult to adjust but unsatisfactory as to results obtained. All kinds and styles of neckwear, from the finest tulle and soft silks to collars and stocks, can be adjusted with the Fastener to fit perfectly without the aid of any other support.

BASE OF LEFT LOOP

UNDERLIP OF RIGHT LOOP



Its Advantages Are Numerous. The Out of Sight saves time. It is clasped and unclasped in a moment. It is easily adjusted. It does not hurt the neck, or catch in the hair, as do hooks and eyes. A ribbon tied in front need never be undone.

Saves soiling and crushing and consequently laundering. Supports the ribbon, stock or girdle in a manner that permits of a very stylish adjustment.

Forms an almost invisible closing, neater than that of any other known method.

Obviates the use of pins, hooks and eyes and featherbone.

Can be slipped from one ribbon to another.

The fastener is made in four sizes: No. 1, 1½ inches high; No. 2, 2 inches high; No. 3, 2¼ inches high; No. 4, 2½ inches high.

By special arrangements with the Canadian manufacturers of this Fastener, The Segnoqram Publishing Company is enabled to secure them in such quantities that we can offer one Fastener as a premium for two new subscribers to THE SEGNOGRAM, postage prepaid to any address in the world.

Remember, two new subscribers at our regular subscription rates will get it. It is not for sale at any price. Ask your friends today. It may take only ten minutes for you to get the subscribers. Enclose the amount of their subscriptions in an envelope and mail to us. Be sure to state the height of the collar you wear. Always remember that the ribbon, stock or collar should be slightly wider than the size of the fastener selected.

The Fastener, neatly packed in a box, with full directions and illustrations showing how to apply it to any collar, will go to you by next mail.

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